

Appl. No. 09/593,978
Amended dated: November 25, 2003
Reply to Office action of August 26, 2003

PATENT
Docket N . EPI-023 US
7008082001

Amendments to the Claims

This listing of claims will replace all prior version, and listings, of claims in the application.

1. (Currently Amended) Apparatus for monitoring website activity comprising:

means for tracking a visit to a website by a visitor;

means for identifying the visitor;

means for monitoring progress of the visitor to additional pages within the website; and

means for initiating direct communication with the visitor according to the progress of the visitor to the additional pages within the website.
2. (Original) The apparatus as recited in claim 1 further including means for indicating the number of visitors accessing each of said additional page within the website.
3. (Original) The apparatus as recited in claim 2, wherein said means for indicating the number of visitors comprises a radar screen.
4. (Original) The apparatus as recited in claim 2, wherein said means for indicating the number of visitors comprises a bar graph.
5. (Original) The apparatus as recited in claim 1, wherein said means for initiating direct communication with the visitor comprises a text box which is presented to the visitor by a customer service representative, the text box further including means for identifying the customer service representative to the visitor and an interactive dialog box for the exchange of information between the customer service representative and the visitor.

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6. (Currently Amended) A method of providing customer service to a website visitor, the method comprising the steps of:

identifying to a website customer service representative that a visitor has accessed the website;

identifying the visitor to the customer service representative;

monitoring progress of the visitor to additional pages in the website;

operably connecting the customer service representative with the visitor; and

providing a dialog box from the customer service representative to the visitor such that instantaneous real-time communication is initiated between the customer service representative and the visitor based on the monitored progress of the visitor to the additional pages in the website.

7. (New) The method of claim 6, further comprising:

detecting a browsing pattern from the monitored progress.

8. (New) The method of claim 7, wherein detecting the browsing pattern comprises

indicating that the visitor is purchasing an item; and providing the dialog box comprises helping the visitor purchase the item.

9. (New) The method of claim 7, wherein detecting the browsing pattern comprises

indicating that the visitor is actively seeking information; and providing the dialog box comprises providing desired information to the visitor.

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10. (New) The method of claim 7, wherein detecting the browsing pattern comprises indicating that the visitor is navigating through pages of the website; and providing the dialog box comprises directing the visitor to a page that is of interest to the visitor.
11. (New) The apparatus of claim 1, further comprising:
means for detecting a browsing pattern from the monitored progress.
12. (New) The apparatus of claim 11, wherein said means for detecting the browsing pattern comprises means for indicating that the visitor is purchasing an item; and said means for initiating direct communication comprises means for helping the visitor purchase the item.
13. (New) The apparatus of claim 11, wherein said means for detecting the browsing pattern comprises means for indicating that the visitor is actively seeking information; and said means for initiating direct communication comprises means for providing desired information to the visitor.
14. (New) The apparatus of claim 11, wherein said means for detecting the browsing pattern comprises means for indicating that the visitor is navigating through pages of the website; and said means for initiating direct communication comprises means for directing the visitor to a page that is of interest to the visitor.
15. (New) The apparatus of claim 1, wherein said means for initiating direct contact comprises means for sending a message to the visitor based on the monitored progress.